CLAIMS

What is claimed is:

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- 1. A method comprising:
- receiving an input voltage for a digital power rail of a display;
 regulating the input voltage to a start-up voltage during a start-up period; and
 regulating the input voltage to a steady-state voltage after the start-up period,
 said steady-state voltage being lower than the start-up voltage.
- 10 2. The method of claim 1 wherein the digital power rail of the display powers at least one of a data driver and a panel controller.
 - 3. The method of claim 1 wherein the start-up voltage is substantially equal to the input voltage.
 - 4. The method of claim 1 wherein regulating the input voltage to the start-up voltage comprises:

passing the input voltage during the start-up period.

- 5. The method of claim 1 wherein regulating the input voltage to the steady-state voltage comprises:
 - linearly biasing the input voltage down to the steady-state voltage after a capacitance-induced delay of at least the start-up time.
- 25 6. The method of claim 1 wherein regulating the input voltage to the steady-state voltage comprises:

pulse width modulating the input voltage down to the steady-state voltage.

7. An apparatus comprising:

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a digital input power rail to receive an input voltage for a display;

a voltage regulator to regulate the input voltage to a start-up voltage during a start-up period, and to regulate the input voltage to a steady-state voltage after the start-up period, said steady-state voltage being lower than the start-up voltage.

- 8. The apparatus of claim 7 wherein the voltage regulator comprises a pulse width modulator.
- 9. The apparatus of claim 8 wherein, to regulate the input voltage to the start-up voltage, the pulse width modulator switches the input voltage at a first duty ratio, and, to regulate the input voltage to the steady-state voltage, the pulse width modulator switches the input voltage at a second duty ratio.
- 15 10. The apparatus of claim 9 wherein the first duty ratio is 1.
 - 11. The apparatus of claim 9 wherein the second duty ratio is 2.5/3.3.
- 12. The apparatus of claim 7 wherein the voltage regulator comprises a linearvoltage regulator.
 - 13. The apparatus of claim 12 wherein the linear voltage regulator comprises:
 - a regulating component coupled between a first node and a second node, said first node comprising the digital input power rail, said second node comprising an output power rail;
 - a first resistive element coupled between the first node and a third node;
 - a bandgap reference element coupled between a ground node and the third node:
- an operational amplifier having an inverting input coupled to the third node, a non-inverting input coupled to a fourth node, and an output coupled to a fifth node;

- a second resistive element coupled between the fourth node and the ground node;
- a third resistive element coupled between the second node and the fourth node;
- a first capacitive element coupled between the fourth node and the ground node; and
 - a second capacitive element coupled between the second node and the ground node.
- 10 14. The apparatus of claim 13 wherein the regulating component comprises a passelement transistor.
 - 15. The apparatus of claim 14 wherein the pass-element transistor comprises a pchannel metal oxide semiconductor field effect transistor (MOSFET).
 - 16. The apparatus of claim 13 wherein the regulating component is to provide isolation between the first and second nodes.
- 17. The apparatus of claim 13 wherein the bandgap reference element comprises aZener diode.
 - 18. The apparatus of claim 13 wherein the input voltage is 3.3 volts, the steadystate voltage is 2.5 volts, and the bandgap reference element provides a reference voltage of 1.225 volts.

19. The apparatus of claim 13 wherein the first capacitive element provides the start-up period.

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20. A machine readable medium having stored thereon machine executable instructions, the execution of which implement a method comprising:

receiving an input voltage for a digital power rail of a display;

regulating the input voltage to a start-up voltage during a start-up period; and regulating the input voltage to a steady-state voltage after the start-up period.

said steady-state voltage being lower than the start-up voltage.

21 The machine readable medium of claim 20 wherein regulating the input voltage to the start-up voltage comprises:

passing the input voltage during the start-up period.

22. The machine readable medium of claim 20 wherein regulating the input voltage to the steady-state voltage comprises:

linearly biasing the input voltage down to the steady-state voltage after a capacitance-induced delay of at least the start-up time.

23. The machine readable medium of claim 20 wherein regulating the input voltage to the steady-state voltage comprises:

pulse width modulating the input voltage down to the steady-state voltage.

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- 24. A system comprising:
 - a liquid crystal display (LCD); and
 - a power supply coupled to the LCD, said power supply comprising:

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a digital input power rail to receive an input voltage for the LCD;

a voltage regulator to regulate the input voltage to a start-up voltage during a start-up period, and to regulate the input voltage to a steady-state voltage after the start-up period, said steady-state voltage being lower than the start-up voltage.

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- 25. The system of claim 24 wherein the voltage regulator comprises a pulse width modulator.
- 26. The system of claim 25 wherein, to regulate the input voltage to the start-up voltage, the pulse width modulator switches the input voltage at a first duty ratio, and, to regulate the input voltage to the steady-state voltage, the pulse width modulator switches the input voltage at a second duty ratio.
- 27. The system of claim 24 wherein the voltage regulator comprises a linear voltage10 regulator.
 - 28. The system of claim 27 wherein the linear voltage regulator comprises:
 - a regulating component coupled between a first node and a second node, said first node comprising the digital input power rail, said second node comprising an output power rail;
 - a first resistive element coupled between the first node and a third node;
 - a bandgap reference element coupled between a ground node and the third node:
 - an operational amplifier having an inverting input coupled to the third node, a non-inverting input coupled to a fourth node, and an output coupled to a fifth node;
 - a second resistive element coupled between the fourth node and the ground node;
 - a third resistive element coupled between the second node and the fourth node;
 - a first capacitive element coupled between the fourth node and the ground node; and
 - a second capacitive element coupled between the second node and the ground node.

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